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4/21/52

fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1952

january

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february

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november

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december

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, APRIL 21, 1952</u>			
Monday April 21 11:00 A.M.- 3:00 P.M.	TONI OWEN SEPARATES AT SPRING FASHION SHOW Companion pieces designed by Toni Owen, in cooperation with the "Woman's Home Companion" Magazine will be presented by Altman's. Press invited. Open to public. Publicity: Mr. Feris J. Megarity, MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR YOUNG COLONY SHOP
Monday April 21 6:30 P.M. Dinner	"FABRIC MAGIC" DINNER; DEBUT OF "LORETTE" Debut of "Lorette" (Orlon and Wool), Deering, Milliken's textile development, and presentation for the first time of a full color motion picture, specially produced to demonstrate the advantages of Dacron and Orlon in dramatic new fabrics. By invitation only. Contact: Helen Boyd, LO. 3-5200. Publicity: Joseph A. Dougherty, Young & Rubicam, MU. 9-5000.	DEERING, MILLIKEN & CO.	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday April 21	ADVANCE FALL SHOE MANUFACTURERS Members include: Newton Elkin, Andrew Geller, Jerro Bros., Marino, I. Miller, Palter DeLiso, M. Wolf, Zuckerman & Fox (Julianelli). The press will be invited to see a composite display of highlights from the shoe collections in the Guild's office, Shelburne Hotel, Lexington Avenue & 37th Street. Publicity: Doris Beechman, MU. 9-5200.	GUILD OF BETTER SHOE MANUFACTURERS	MEMBERS' SHOWROOMS; & SHELburne HOTEL
April 21- April 25	SECOND KNITTING AND ALLIED CRAFTS EXHIBIT AT GRAND CENTRAL PALACE. Contact: Charles Reichman, MU. 3-7520.		
Tuesday April 22 9:30 A.M. Breakfast	KNITTED FASHIONS AT PRESS & TRADE PREVIEW Cotton knits for late Spring and early Summer; also, a presentation of knitted fashions for Fall, created by students of Traphagen School of Fashion. By invitation only. Publicity: Martin Stern, VA. 6-0543.	KNITTED FABRICS INST. (1450 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Tuesday April 22 1:00 P.M. Luncheon	SHOWING OF MILLINERY FASHIONS AT LUNCHEON "Brims For Belmont"---hats to wear at the races, coordinated by the Millinery Fashion Bureau, in cooperation with the Westchester Racing Ass'n. Press by invitation. Public by reservation; contact: EL. 5-2600, Ext. 203. Belmont Publicity: John McClain, News Contacts, RE. 4-1450. Millinery Fashion Bureau Publicity: Mary Kelley, LO. 4-7800. Savoy Plaza Fashion Director: Claire Wilson, EL. 5-2600.	MILLINERY FASHION BUREAU; WESTCHESTER RACING ASS'N.	SAVOY PLAZA SAVOY ROOM
Tuesday April 22 7:00 P.M.- 9:00 P.M.	SEVENTH SESSION OF PUBLICITY COURSE "How To Merchandise Publicity. . . Publicity For The Retail or Department Store."---Leader: Terry Mayer of David Crystal, Inc. Speakers: Addie Weinerman, "Charm" Magazine; Ruth Niclas, fashion coordinator, Gimbels. Contact: PL. 5-4000, Ext. 208.	PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON LEX. AVE. & 49TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 23 12:30 P.M. Luncheon	SPRING FASHIONS AND ACCESSORIES AT LUNCHEON "Swing Into Spring"--Lee Menichetti, designer and manufacturer, will present a collection of Spring accessories, coordinated with fashions from Arnold Constable. Furs--Bernham Stein. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Lee Menichetti Contact: BR. 9-4585. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	LEE MENICHETTI; & ARNOLD CONSTABLE	HOTEL PIERRE COTILLION ROOM
Wednesday April 23 12:30 P.M. Luncheon	MOLLIE PARNIS FASHIONS AT LUNCHEON SHOWING Saks Fifth Avenue will present a collection of Spring and Summer fashions, designed by Mollie Parnis. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Saks Publ.: Carolyn Haight, PL. 3-4000. Ext. 7064. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 23 2:30 P.M.	PREVIEW: FALL COATS BY INTERNATIONAL DESIGNERS Press preview of the International Designer Coat Collection for Fall 1952; from Paris by Pierre Balmain, Castillo of Lanvin, Hubert de Givenchy; from London by Hardy Amies, Charles Creed; from Italy by Giorgio Armani, Fabiani, Schuberth; from Spain by Asuncion Bastida, Pertegaz. Identical reproductions, in imported and domestic fabrics, all water-repellant, will be shown; also, the Fall collection of double purpose rainwear, designed by Adele Lawrence. By invitation only. Contact: Norman J. Lawrence, CH. 4-3815.	LAWRENCE OF LONDON	239 WEST 39TH ST. SHOWROOM-11TH FLOOR
Wednesday April 23 8:30 P.M.	FASHIONS BASED ON MUSEUM COLLECTION Presentation of Spring collections by well-known designers, illustrating how present day fashions are based on museum collections of fashions of past years. By invitation only. Brooklyn Museum Publicity: John Gordon, NE. 8-5000. Martin's Publicity: Juli Daves, TR. 5-3100.	BROOKLYN MUSEUM & MARTIN'S (BROOKLYN)	BROOKLYN MUSEUM SCULPTURE COURT
Thursday April 24	THIRD ANNUAL MEETING, THE FRAGRANCE FOUNDATION, HOTEL PIERRE, COTILLION RM. AT 12:00 NOON LUNCHEON. Contact: Miriam Gibson French, PL. 7-2817.		
Thursday April 24 12:30 P.M. Luncheon	LACE FASHIONS AT BENEFIT SHOWING The Lace Institute will present lace fashions in dresses, lingerie and accessories, at a benefit luncheon for the Women's Auxiliary of the Flower and Fifth Avenue Hospital. Tickets: \$20.00. Press by invitation. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	THE LACE INSTITUTE	HOTEL PIERRE BALLROOM
Thursday April 24 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOWING "Summer Symphony"--presentation of a collection of Spring and Summer fashions by Russeks. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday April 24 2:30 P.M.	ITALIAN FASHIONS AT THEATRE OPENING Showing of Italian fashions from Bonwit Teller. By invitation. Bonwit Publ.: Nancy Talbert, EL. 5-6800. Beekman Theatre Publicity: Donald Rugoff, CI. 7-3616.	BEEKMAN THEATRE	2ND AVE. & 66TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 24 4:00 P.M. Cocktails	PRESS SHOW: FALL SHOE FASHIONS Press preview of the Fall shoe collection by Mademoiselle Shoes. <u>Showing at 4:30 P.M.</u> By invitation only. Publicity: Jeanne Biggs, LO. 4-3350.	MADemoisELLE SHOES (CARLISLE SHOE CO.)	350 FIFTH AVENUE ROOM 7419
Thursday April 24 5:30 P.M.- 6:30 P.M.	SHOWING OF SPRING SUITS Abraham & Straus will present a "Fashion Caravan" of Handmacher's Weathervane suits for Spring. Open to public. Publicity: Frances Bemis, Director of Feature Events, TR. 5-7200.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR MISSES SUIT DEPT.
Friday April 25 12:30 P.M. Luncheon	PRESS PREVIEW: KNITTED FASHIONS FOR FALL Rosanna Knitted Sportswear will preview for the press the news in fashion and machine-knitted techniques, in knitted sportswear and dresses for Fall, 1952. By invitation only. Publicity: Rose Hilton, MU. 5-5133.	ROSANNA KNITTED SPORTSWEAR	HAMPSHIRE HOUSE THE COTTAGE
Saturday April 26 2:30 P.M.	KAY WINDSOR FROCKS FOR SPRING & SUMMER Martin's will present a collection of Spring and Summer cottons by Kay Windsor Frocks. Press invited. Publicity: Juli Daves, TR. 5-3100.	MARTIN'S (BROOKLYN)	2ND FLOOR
April 27	DAYLIGHT SAVING TIME BEGINS IN N.Y. (Set Clocks Back One Hour--Sunday).		
Tuesday April 29 9:45 A.M. Breakfast	SHOWING OF COLLECTION DESIGNED BY JACQUES FATH Lord & Taylor will present the Joseph Halpert Spring and Summer collection, designed in America by Jacques Fath, at a press breakfast. By invitation only. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	11TH FLOOR CONFERENCE ROOM
Wednesday April 30 9:30 A.M. Coffee	SHOWING OF FULL FIGURE FASHIONS Spring fashions for the fuller figure will be shown to the press by Lane Bryant. By invitation only. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT	10TH FLOOR
Wednesday April 30 10:00 A.M. Breakfast	PRESS SHOWING OF SUMMER FASHIONS Breakfast showing for the press of Summer fashions by Namm-Loeser's. By invitation only. Showing for public: Thursday, May 1, at 6:00 P.M. on Second Floor. Publicity: Muriel Lipchik, TR. 5-5700, Ext. 76.	NAMM-LOESER'S (BROOKLYN)	8TH FLOOR EXECUTIVE OFFICES
Wednesday April 30 10:00 A.M. Press; 2:30 P.M. Trade	PRESS & TRADE PREVIEWS: FUR TRIMMED FASHIONS Previews of fur trimmed coats and suits with designs by Marcus Grubere and fabrics by Anglo, sponsored by New York Fur Trade Organizations. By invitation only. Trade Showings on Thurs., May 1 at 10:00 A.M. and 2:30 P.M. Publicity: Rosemary Sheehan, CI. 7-8060.	NEW YORK FUR TRADE ORGANIZATIONS	HOTEL STATLER KEYSTONE ROOM
Wednesday April 30 12:30 P.M. Luncheon	SPRING FASHIONS BY VARDEN PETITE B. Altman will present "It's All A Matter Of Proportion" featuring Spring fashions by Varden Petite. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. B. Altman Publicity: Mr. Feris J. Megarity, MU. 9-7000. Varden Publicity: Elsie Brandt, PE. 6-5460. Pierre Fashion Director-Commentator, Nola Luxford, TE. 8-8000.	B. ALTMAN & CO.	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 1 12:30 P.M. Luncheon	ADELE SIMPSON SUMMER COLLECTION Saks Fifth Avenue will present a Summer collection of daytime and evening fashions by Adele Simpson. Press by invitation. Public by reservation; contact: EL. 5-7565. Adele Simpson Publicity: Eleanor Lambert, MU.8-2130. Saks Fifth Avenue Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	ST. REGIS HOTEL ROOF
Thursday May 1 2:00 P.M.	BEACH AND SPORTS FASHION SHOWING Beach and sports fashions will be presented by Martin's. Press invited. Open to public. Publicity: Juli Daves, TR. 5-3100, Ext. 355.	MARTIN'S (BROOKLYN)	5TH FLOOR
Thursday May 1 3:45 P.M. Champagne	PREVIEW OF LACE LINGERIE FASHIONS The Lace Institute will present a champagne preview of Paris-designed lingerie for press, buyers, and manufacturers. By invitation only. Lace Institute Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	THE LACE INSTITUTE	HOTEL VANDERBILT PARK AVE. SUITE
Monday May 5 3:30 P.M. Tea	PREVIEW OF DELLBURY COATS, SUITS, SKIRTS Dellbury of London will present the Fall collection of English imports in Angora, cashmere, camels hair, Harris tweeds, poodle and flannel. Showing at 4:00 P.M. Publ.: Alyce Drew, Diamond-Barnett, MU. 2-7025.	STEINBERG OF LONDON	1407 BROADWAY SHOWROOM-17TH FLOOR
Beginning Monday May 5- May 10	THIRD ANNUAL IRISH LINEN WEEK Nationwide promotion of Irish Linens in department stores and specialty shops, featuring fashions, accessories, home decoration, piece goods and table linens. Publicity: Eleanor Rowlands, Rowlands Assoc., LE. 2-9292.	IRISH LINEN GUILD	THROUGHOUT THE COUNTRY
Tuesday May 6 11:00 A.M.; 2:00 P.M.	OPENING OF FALL COLLECTION Presentation of Henry Rosenfeld's collection of Fall dresses, suits and coats at daily showings. Publicity: Sally Sober, LO. 5-0400.	HENRY ROSENFELD	498 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Tuesday May 6 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING The Fashion Group will hold its annual Cosmetics Division luncheon meeting. More details later. Chairman: Kay Torrey. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Beginning Wednesday May 7 10:30 A.M.	OPENING: FALL COAT AND SUIT COLLECTION Handmacher-Vogel will present their Fall coat and suit line at 10:30 A.M., beginning Wednesday, May 7. The Sportleigh Fall collection will be presented beginning Thursday, May 1. By appointment. Contact: LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Wednesday May 7 12:30 P.M. Luncheon	DAVID CRYSTAL FASHIONS FOR SUMMER AT LUNCHEON "Summer Excitement"--presentation of Summer fashions by David Crystal, including the new Italian collection. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. David Crystal Publicity: Terry Mayer, BR. 9-6560. Saks Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 7 3:00 P.M. Champagne	CHAMPAGNE PREVIEW OF FALL SHOE COLLECTION The press will be invited to a champagne party and preview of Penobscot "Trampeze" and "Old Maine Trotters" shoe collections for Fall. By invitation only. Contact: Frederick-Clinton Co., MU. 2-7433.	PENOBSCOT SHOE CO.	47 WEST 34TH STREET ROOM 418
Thursday May 8 12:00 Noon Luncheon	FALL COLLECTION AT PRESS & TRADE SHOW White Stag Manufacturing Company will present the "Magic Touch For Fall", a complete collection of indoor and outdoor fashions (<u>Note Change of Place</u>). By invitation only. Publicity: Gloria Gelfand, BR. 9-1974.	WHITE STAG MFG. CO. (PORTLAND, OREGON)	HOTEL ROOSEVELT HENRY HUDSON ROOM
Thursday May 8 12:00 Noon Cocktails- Luncheon	LUNCHEON FOR BEAUTY EDITORS The Toni Company will invite the beauty press to cocktails at 12:00 Noon, and luncheon at 12:30 P.M. Contact: Dan Edelman, 456 Merchandise Mart, Chicago 54, Illinois; Whitehall 4-1800.	THE TONI COMPANY	HOTEL PIERRE ROOF GARDEN
Sunday May 11 10:00 A.M. Trade Show; May 12 10:00 A.M. Press Show	SHOWING OF FALL SHOE FASHIONS Sponsored jointly by the New England Shoe and Leather Association and the National Association of Shoe Chain Stores, the Popular Price Shoe Show of America will present shoe fashions for Fall, 1952. Exhibitors will display both at New Yorker and McAlpin Hotels from Sunday, May 11 through Thursday, May 15. Co-managers of the show are Maxwell Field and Edward Atkins. By invitation only. Contact: Edward Atkins, MU. 2-8705. Publicity: Ruth Hammer Associates, EL. 5-7108.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER NORTH BALLROOM
Sunday May 11	MOTHER'S DAY. Theme: "There's Nobody Like <u>Your</u> Mom". Contact: Irving K. Edwards, Nat'l Committee, CH. 4-3900.		
May 12- May 17	ANNUAL NATIONAL COTTON WEEK, THROUGHOUT THE COUNTRY. Contact: Paul M. Jones, Nat'l Cotton Council, 271 Church St., WO. 4-2521.		
May 13- May 15	ANNUAL TOILET GOODS CONVENTION, TOILET GOODS ASS'N, WALDORF-ASTORIA. Contact: Toilet Goods Ass'n, CO. 5-5443.		
Wednesday May 14 9:00 A.M. Breakfast	PREVIEW OF FALL AND WINTER LINGERIE Press preview of lingerie for Fall and Winter, 1952 in junior and women's sizes. By invitation only. Contact: Helen D. Leaf, BHD0, EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM
Wednesday May 14 10:00 A.M.	PRESS PREVIEW: FALL BRIDAL HEADDRESSES Edward E. Berger will present a preview of the Fall collection of bridal headdresses, bridesmaids' hats and millinery abstractions, designed by Fran Whitney. By invitation. Publicity: Maud G. Moody, LE. 2-4049.	EDWARD E. BERGER (218 W. 40TH ST.)	530 SEVENTH AVENUE V. MAXWELL'S SHOWRM.
Wednesday May 14 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOWING Presentation of Summer fashions by Russeks Fifth Avenue during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 14 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Presentation of Summer fashions by Arnold Constable during luncheon. Press by invitation. Public by reservation; contact: Fashion Show Reser- vations, TE. 8-8000. Arnold Constable Publicity: Gloria Geis, MU.5-2300. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	ARNOLD CONSTABLE	HOTEL PIERRE COTILLION ROOM
Thursday May 15 9:00 A.M. Breakfast	PRESS PREVIEW: SUMMER TRAVEL PRINTS "Traveling Light. . .In Prints"--the Silk and Rayon Print Institute, in cooperation with the Grace Line, will present a group of featherweight Summer travel prints by McKettrick and Betty Hartford. Breakfast will be served courtesy of the Grace Line. By invitation only. Silk & Rayon Print Institute Publicity: Kay Martin or Jean Gallagher, LO. 5-2140. Stern Bros. Publicity: Helen McCarthy, LO. 5-6000.	SILK AND RAYON PRINT INSTITUTE	STERN BROTHERS OVAL ROOM-3RD FLOOR
Thursday May 15 10:45 A.M.	PREVIEW OF FALL COLLECTION "Autumn At Arkin--presentation to the press of Leonard Arkin's collection of Fall daytime and cocktail dresses, suits and costumes. By invitation only. Publicity: Ann Rabin or Sue Gardner, WI. 7-5324.	LEONARD ARKIN	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Thursday May 15 3:30 P.M.; 9:00 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS Parsons School of Design will present the annual fashion show by students in the Department of Fashion Design. Price--afternoon, \$1.00; evening, \$2.00. Publicity: Joan Klein, PL. 8-2943.	PARSONS SCHOOL OF DESIGN (136 EAST 57TH STREET)	HOTEL PLAZA BALLROOM
Monday May 19 4:00 P.M. Cocktails	PRESS PREVIEW: FALL COATS AND SUITS Preview of Fall and Winter coat and suit collection by House of Swans- down. By invitation only. Publicity: Ruth Hammer Associates, EL.5-7108.	HOUSE OF SWANSDOWN	HAMPSHIRE HOUSE THE COTTAGE
Tuesday May 20 12:00 Noon Luncheon	OPENING OF NEW SALON AND FALL FUR PREVIEW Joseph Bernham will invite the press to the opening of his new fur salon, and will present a collection of highlights from his Fall and Winter furs. By invitation only. Publicity: Rosette de M. Pennington, PL. 5-1068.	JOSEPH BERNHAM	16 EAST 52ND STREET PENTHOUSE
Wednesday May 21 10:00 A.M.	PRESS PREVIEW OF FALL COLLECTION Showing of Bender and Hamburger's collection of Benham Originals for Fall. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Thursday May 22 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION "The Fall Hunt Starts At Donald Dress"--presentation of new Fall collec- tion at a breakfast preview for the press. By invitation only. <u>Showings</u> <u>for N.Y. Resident Buying Offices</u> : Tuesday, May 27 and Wednesday, May 28 at 11:30 A.M., followed by luncheon. Publ.: Ken R. Williams, LO.5-0525..	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Monday May 26 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Press showing of the Christian Dior-New York 1952 Fall and Winter collection at 2:30 P.M. By invitation only.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON-7TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 27 12:30 P.M. Luncheon	PRESS PREVIEW: FALL AND WINTER FURS The press will be invited to a luncheon preview of Ritter Brothers collection of Fall and Winter furs. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS	HOTEL PIERRE COTILLION ROOM
Tuesday May 27 3:00 P.M. Cocktails	FALL COLLECTION AT PRESS PREVIEW Presentation of del Mar's collection for Fall at a cocktail party for the press. By invitation only. <u>N.Y. Resident Buying Offices Preview: Wed., May 28 at 3:00 P.M.</u> Publicity: Ken R. Williams, PE. 6-7462.	del MAR	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Wednesday May 28 3:30 P.M. Cocktails	FALL FOUNDATIONS AT PRESS PREVIEW Flexees will present a collection of foundations for Fall at a cocktail preview for the press. <u>Showing at 4:00 P.M.</u> By invitation only. Publicity: Sandra Allison Kahn, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM
Beginning Wednesday May 28- June 12	"ITALY TODAY": EXHIBIT OF ITALIAN PRODUCTS Daily fashion showings, featuring the latest creations of Italy's leading couturiers, with coordinated accessories, will highlight the exhibit of merchandise from Italy, under the auspices of the New York Fair of Italian Manufacturers. Contact: Gene Rea, WI. 7-9248.	NEW YORK FAIR OF ITALIAN MANUFACTURERS	GRAND CENT. PALACE 46 ST. & LEX. AVE.
May 30	MEMORIAL DAY (Legal Holiday--Friday).		
Monday June 2- June 20 9:00 A.M.; 11:00 A.M. Breakfast	PREVIEW OF FALL FASHIONS "Charm" Magazine Sifts Fall Fashions For Women Who Work from the August-September tandem issues, titled "Best-Dressed Woman In The World", and featuring a promotion and display blueprint at daily showings, 9:00 A.M. and 11:00 A.M., breakfast, for buyers, merchandise managers, display directors, store promotion executives and buying offices. For afternoon showings, store group appointments. Contact: Charm Promotion Dept., PL. 9-2080.	CHARM	1384 BROADWAY SHOWROOM-20TH FLOOR
Monday June 2 2:30 P.M.	FALL COATS AND SUITS DESIGNED BY BRIGANCE Press preview of Fall coat and suit collection, designed by Brigance of Frank Gallant. By invitation only. <u>Beginning Wednesday, June 4 at 10:30 A.M.</u> , trade showings of Frank Gallant collection, with Brigance group. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH ST. SHOWROOM-5TH FLOOR
Monday June 2 4:00 P.M. Cocktails	PREVIEW: FALL AND WINTER COLLECTION Press preview of Carlye's Fall and Winter collection. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	CARLYE DRESS CO.	PLACE TO BE ANNOUNCED

Beginning Monday June 2	OPENING OF FALL SPORTSWEAR LINES Members of Sportswear Guild will open Fall lines week of June 2: ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC.	THE SPORTSWEAR GUILD KANE WEILL MUTUAL ROSENBLOOM ZOLTAN ROSENBERG	MANUFACTURERS' SHOWROOMS SPORT-CRAFT, INC. STAR-MAID DRESSES
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 2	<p>OPENING OF FOGA FALL COLLECTIONS</p> <p>Foga Members will open Fall lines, beginning Monday, June 2:</p> <p>LARRY L. ALDRICH CO.</p> <p>HANSEN BANG, INC.</p> <p>BEN BARRACK, INC.</p> <p>CAPRI FROCKS, INC.</p> <p>DEITSCH, WERSBA & COPPOLA</p> <p>ELFREDA-FOX, INC.</p> <p>BEN J. GAM, INC.</p> <p>ED GERRICK, INC.</p> <p>A. GOODMAN & CO., INC.</p> <p>Contact: Leonard Gendler, executive secretary, CH. 4-6945.</p>	<p>FASHION ORIGINATORS GUILD OF AMERICA</p> <p>GRABOIS</p> <p>FRED GREENBERG DRESS CO.</p> <p>JOSEPH HALPERT, INC.</p> <p>HORWITZ & DUBERMAN</p> <p>INTERNATIONAL DRESS CO.</p> <p>JUNIOR LEAGUE FROCKS CO.</p> <p>NAT KAPLAN, INC.</p> <p>DAVID LEVINE CO.</p>	<p>INDIVIDUAL SHOWROOMS</p> <p>PAUL PARNES CORP.</p> <p>BEN REIG, INC.</p> <p>RUDOLF GOWNS</p> <p>MARTIN SIMON, INC.</p> <p>HERBERT SONDHEIM</p> <p>FRANK STARR, INC.</p> <p>SUZANNE-AUGUSTINE</p> <p>TALMACK, INC.</p> <p>HANNAH TROY, INC.</p>
Tuesday June 3 9:30 A.M. And 2:30 P.M.	<p>SIXTEENTH ANNUAL COLLEGE CLINIC</p> <p>"Mademoiselle's" preview of back-to-school fashions from the August College issue. By invitation only, for Mademoiselle's official tie-in stores. Contact: Nancy Sprott, Special Projects Department, PL. 9-2080.</p>	MADemoisELLE	HOTEL ROOSEVELT BALLROOM
Tuesday June 3 10:00 A.M. Show 12:30 P.M. Luncheon	<p>ANNUAL FALL FASHION CLINIC & LUNCHEON</p> <p>Exhibit of fabrics and fashion, to be advertised in the August and Sept. issues; also, a presentation of back-to-school fashions for children, girls, boys, and small teens. Tickets: \$5.00 (clinic); \$5.00 (luncheon). Contact: Monroe B. Michels, promotion manager, MU. 5-4400.</p>	PARENTS' MAGAZINE	HOTEL ASTOR GRAND BALLROOM
Tuesday June 3 11:00 A.M.	<p>FALL COLLECTION AT PRESS PREVIEW</p> <p>Presentation to the press of B.H. Wragge's collection for Fall. By invitation only. Publicity: Molly Porter, WI. 7-4968.</p>	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Tuesday June 3 2:30 P.M.	<p>FALL COLLECTION BY CLAIRE McCARDELL</p> <p>Daily showings at 2:30 P.M. Contact: LO. 4-2155.</p>	TOWNLEY FROCKS	550 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Tuesday June 3 4:00 P.M.	<p>PRESS PREVIEW OF FALL COLLECTION</p> <p>Arnold & Fox will present the Fall collection of afternoon and cocktail dresses, designed by Miguel Dorian. By invitation only. Publicity: Pauline Greene, MU. 5-3164.</p>	ARNOLD & FOX	PLACE TO BE ANNOUNCED
Wednesday June 4 2:30 P.M.	<p>BRIGANCE OF SPORTSMAKER FALL COLLECTION</p> <p>Sportsmaker invites the press to their new showroom for a preview of the Fall collection of Brigance designed blouses, separates and dresses for daytime and evening wear. By invitation only. Trade showings daily thereafter at 2:30 P.M. Contact: Isabelle Avrutov, LO. 3-1534.</p>	SPORTSMAKER	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Wednesday June 4 4:30 P.M. Cocktails	<p>PREVIEW OF SEPTEMBER CAREER ISSUE</p> <p>Fashion Show to preview "Glamour" Magazine's September 1952 Career issue, and to announce the winners of the "Glamour" Survey, "Ten Girls With Taste." Press by invitation. Not open to public. Tickets limited to Glamour tie-in stores and buying offices. Contact: Nina R. Kyle or Mary Joan Finley, LE. 2-7500.</p>	GLAMOUR MAGAZINE	HOTEL PLAZA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday June 4- June 18	FIFTH ANNUAL LONDON FASHION FORTNIGHT Contact: Dorothy Fox, London Fashion Fortnight Information Office, 138 Piccadilly, London, W.1.	LONDON FASHION FORTNIGHT	LONDON, ENGLAND
Thursday June 5 1:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Harmay, Inc. will present a press showing of their Fall dress and suit collection. By invitation only. Publicity: Pauline Greene, MU. 5-3164.	HARMAY, INC.	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR
Thursday June 5 3:00 P.M.	PRESS PREVIEW: FALL COAT & SUIT COLLECTION Special preview for press of George Carmel's collection of Fall coats and suits. (<u>Note Change of Date and Time</u>). By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Friday June 6 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Adler & Adler will invite the press to a preview of the Fall collection, designed by Inez Filipo. By invitation only. <u>Trade showings, beginning</u> <u>Tuesday, June 3 at 10:30 A.M. and daily thereafter.</u> Publicity: Ruth Hammer Associates, EL. 5-7108.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR
Monday June 9 11:00 A.M.	PREVIEW OF FALL AND WINTER FUR COLLECTION Fredrica Furs (Arthur Schwartz, designer) Fall and Winter custom fur col- lection will be presented to the press. By invitation only. <u>Trade show-</u> <u>ings, Tuesday, June 10 at 10:00 A.M., and daily thereafter.</u> By appointment, contact: CH. 4-8685. Publicity: Mildred Kaldor, MU. 9-5420.	FREDRICA FURS (SCHWARTZ & BLUESTEIN)	345 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Beginning Monday June 9	SHOWING OF FALL HANDBAG LINES Member manufacturers of the Ladies' Handbag Industry association will present complete collections of Fall handbags in individual showrooms. Publicity: Ruth Lundgren, MU. 6-0686.	NAT'L AUTHORITY FOR LADIES' HANDBAG INDUSTRY	INDIVIDUAL SHOWROOMS
Wednesday June 11 4:00 P.M.- 7:00 P.M. Cocktails	TWELFTH ANNUAL SEWING CONTEST FASHION SHOW Presentation of prize winning home-sewn garments, and awarding of prizes to eight national winners selected by fashion designers and editors. Showing of garments which have been made by senior and junior non- professional dressmakers from many cities throughout the U.S., and which have won first prizes locally. They include coats, suits, dresses, evening clothes, glamour fashions, and clothes for children. By invita- tion only. Publicity: Grace Turner, director, Women's Department, Win Nathanson & Assoc., MU. 2-6560.	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
Thursday June 12 12:00 Noon Cocktails; Luncheon	PRESS CONFERENCE & SUN GLASS FASHION SHOW Sun Glass press conference and live fashion show, with a display in the Penthouse, will be presented at cocktails and luncheon for daily news- papers, wire services, radio, television and newsreels. Fashion show will tie-in with National Sun Glass Week (June 22-June 28). By invitation only. Publicity: Gar Schmitt, Hill & Knowlton, Inc., LA. 4-1420.	L. J. HOUZE CONVEX GLASS COMPANY	ST. REGIS HOTEL ROOF

MOVIES...MUSIC...TELEVISION...THEATRE

Monday
April 21
4:00 P.M. TELEVISION: KATE SMITH HOUR WNBT, CHANNEL 4
A Summer collection of cottons by Colleen Originals, coordinated with Newton Elkin shoes, will be shown on the Kate Smith program. TV Publ.: Dorothy Daye, CI. 7-8300, Ext. 8748.

Tuesday
April 22 OPENING: "CANDIDA" NATIONAL THEATRE, 206 WEST 41ST STREET
Thomas Hammond will present Olivia de Havilland in Bernard Shaw's comedy drama for a 4-week engagement. Director: Herman Shumlin. Setting: Donald Oenslager. Costumes: Motley. Publicity: Maurice Turet, CI. 7-3260.

Wednesday
April 23 PREMIERE: "THE GREEN GLOVE" (Movie) CRITERION THEATRE, B'WAY & 45TH ST.
Glenn Ford, co-starring with Geraldine Brooks, Sir Cedric Hardwicke and George Macready in a movie about stolen treasure and intrigue in France. Benagoss Productions picture released through United Artists. Producer: Georges Maurer. Director: Rudolph Mate. Costumes: Rosine Delamare. Publicity: Tess Michaels, CI. 5-6000.

Wednesday
April 23 TELEVISION: MARGARET ARLEN SHOW WCBS-TV, CHANNEL 2
4:00 P.M. Jeanne Porter, New Haven radio and television commentator, will be guest hostess and will present Spring and Summer jewelry fashions designed by Esme of Paris. TV Contact: Bette Lee, PL. 5-2000.

Beginning
Wednesday
April 23 SIXTH AND FINAL WEEK: N.Y.C. OPERA COMPANY CITY CENTER, 131 W. 55TH ST.
April 23: Tamkin's THE DYBBUK. April 24: Giordano's ANDREA CHENIER. April 25: Strauss' DER ROSENKAVALIER. April 26: Puccini's MADAMA BUTTERFLY. Mat., April 27: Menotti's THE OLD MAID AND THE THIEF and AMAHL AND THE NIGHT VISITORS. Publicity: Marian Graham, PL. 3-2600.

Monday
April 28 PREMIERE: "NEVER TAKE NO FOR AN ANSWER" BEEKMAN THEA., 2ND AVE. & 66TH.
Souvaine Selective Pictures release of movie, based on story by Paul Gallico, about a small Italian boy and his donkey. Stars: Vittorio Manunta and Denis O'Dea. Producer: Anthony Havelock-Allan. Directors: Maurice Cloche and Ralph Smart. Publ.: Rasponi Associates, TE. 8-8171.

Tuesday
April 29 OPENING: "HOOK 'N LADDER" ROYALE THEATRE, 242 WEST 45TH ST.
A new farce comedy by Charles Horner and Henry Miller, presented by Al Moritz. Stars: Allen Nourse, Judson Batt, Charles G. Martin with Vicki Cummings. Director: Al Moritz. Setting: Eldon Elder. Costumes: Jerry Boxhorn. Publicity: Arthur Cantor, PL. 3-2676.

Beginning
Wednesday
April 30 FIFTH DRAMA SEASON, N.Y.C. THEATRE CO. CITY CENTER, 131 WEST 55TH ST.
The N.Y.C. Theatre Company will present the second half of its Fifth Drama Season, a festival of comedy. First play will be James Thurber and Elliott Nugent's "The Male Animal". Stars: Mr. Nugent, Martha Scott, and Robert Preston. Director: Michael Gordon. Settings: Melvin Bourne. Costumes: Noel Taylor. Publicity: Sol Jacobson, CH. 4-1482.

Monday
May 5 OPENING: "OF THEE I SING" ZIEGFELD THEATRE, 6TH AVE. & 54TH ST.
Jack Carson and Paul Hartman will star in musical comedy with Jack Whiting, Lenore Lonergan, Florenz Ames and Betty Oakes. Producers: Chandler Cowles and Ben Segal. Book by George S. Kaufman & Morrie Ryskind. Lyrics: Ira Gershwin. Music: George Gershwin. Director: George S. Kaufman. Dances and Musical Numbers: Helen Tamiris. Settings: Albert Johnson. Costumes: Irene Sharaff. Lighting: Peggy Clark. Publicity: Nat Dorfman, LO. 3-0858.